transmitting said [information to said site, said site] designated files to end clients remotely disposed with respect to said database, wherein each end client receives only its designated files; [and]

providing a perceivable stimulus, from said [information,] designated files to said consumer, said perceivable stimulus being associated with said product; and

wherein an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus.

2. (Twice Amended) The method as recited in claim 1 wherein [providing is repeated multiple times and further including quantifying multiple times, thereby defining statistical data] the perceivable stimulus is repeated multiple times and create statistical data.

4. 3. (Twice Amended) The method as recited in claim 1 wherein transmitting includes forming, from a subportion of said [information] designated files, a distribution database having content data, with said content data being defined by said perceivable stimulus.

5. 7. (Twice Amended) The method as recited in claim 3 wherein said distribution database includes a distribution file and further including compressing [said distribution file] and distributing said distribution file to said [site] end client via satellite.

10. (Twice Amended) A method of disseminating information concerning multiple products, said method comprising:

receiving files from content providers;

assigning at least one attribute for each file and create designated files for distribution to end clients;

creating a database containing said [information] designated files;

selecting a plurality of [sites] end clients;

transmitting said [information to said plurality of sites, said plurality of sites] designated files to end clients with each end client receiving only its designated files, wherein said end clients are remotely disposed with respect

to said database, with subsets of said [plurality of sites] end clients corresponding to differing products, including transmitting information corresponding to a first of said multiple products to one of said [plurality of sites] end clients; [and]

providing a perceivable stimulus, from said information corresponding to said first of said products, to a consumer positioned proximate to said one of said [plurality of sites] end clients, with said perceivable stimulus being associated with said first of said multiple products; and

wherein an interactive consumer stimulus initiated by [the] said consumer includes said perceivable stimulus.

11. (Twice Amended) The method as recited in claim 10 wherein said providing step is repeated multiple times and [further including quantifying said multiple times, thereby] defining statistical data.

13. (Twice Amended) The method as recited in claim 12 wherein transmitting includes forming a distribution database having a plurality of records, said plurality of records including a subportion of said content and corresponding to a server address, with a subpart of said plurality of [sites] end clients being associated with said server address.

14. (Twice Amended) The method as recited in claim 13 wherein transmitting further includes creating from a subset of said plurality of records[,] a distribution file, wherein the distribution file is [and compressing said distribution file and distributing said distribution file] compressed and distributed to said [site] end client via satellite.

REMARKS

Claims 1-7, 9, 11, 16-23 and 25 have been rejected under 35 USC 112, second paragraph. The claims have been amended to overcome this ground of rejection.